

REMARKS

Applicant respectfully requests reconsideration and allowance in view of the foregoing amendments and the following remarks. Applicant notes that claims 1, 6 and 10 have been amended. Thus, claims 1-6, 8-13 and 16-17 are pending in the application.

Section 103 Rejections:

In the Office Action, claims 1-3, 5-6, 8-13 and 16-17 were rejected under 35 U.S.C. 103(a) as being unpatentable over Yamamoto (US Patent No. 5,515,074) in view of Conover (US Patent No. 6,414,664); and claim 4 was rejected under 35 U.S.C. 103(a) as being unpatentable over Yamamoto, Conover and Inoue (US Patent No. 5,517,212).

With regard to independent claim 1, Applicant notes that this claim has been amended to more particularly recite that the driver circuit is operative to adjust the adjustable characteristic by modifying the value of the base setting by the value of the correction factor. The Office Action acknowledges that Yamamoto does not teach a driver circuit that is operative to adjust the adjustable characteristic based on a basic setting and a correction factor, and instead, relies on Conover. Conover, however, generally describes an apparatus for controlling contrast that stores a plurality of lookup tables representing a plurality of contrast settings. The apparatus then selects a single lookup table from a plurality of lookup tables in response to the contrast setting selected by the user. Applicant, accordingly, respectfully submits that Conover generally describes selecting the one lookup table having the contrast setting corresponding the contrast setting selected by the user, not modifying the value of a base setting by the value of a correction factor as recited in claim 1. In other words, Conover selects between lookup tables, but does not modify the values within the lookup tables by a correction factor. Therefore, because Yamamoto and Conover, alone and in combination, fail to teach or suggest claim 1, Applicant respectfully requests that the Section 103(a) rejections with respect to claim 1 and all claims dependent thereon be withdrawn.

With regard to independent claims 6 and 10, Applicant notes that these claims recite subject matter similar to claim 1. Therefore, Applicant respectfully requests that the 103(a) rejections with respect to claims 6 and 10 and all claims dependent thereon be withdrawn for reasons similar to those discussed above with respect to claim 1.

With regard to claim 1, Applicant notes that the deficiencies of Yamamoto and Conover were discussed above with respect to claim 1. Applicant respectfully submits that the addition of Inoue fails to alleviate these deficiencies. In particular, Applicant respectfully submits that Inoue

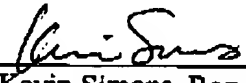
similarly fails to teach or suggest a driver circuit that is operative to adjust the adjustable characteristic by modifying the value of the base setting by the value of the correction factor as recited in claim 1. Therefore, Applicant respectfully requests that the Section 103(a) rejection with respect to claim 4 be withdrawn.

In view of the foregoing amendments and remarks, Applicant respectfully submits that claims 1-6, 8-13 and 16-17 are in condition for allowance. Applicant, accordingly, respectfully requests that a notice of allowance be issued with respect to claims 1-6, 8-13 and 16-17.

Please charge any fees which may be required, except the issue fee, or credit any overpayment to Deposit Account No. 14-1270.

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Respectfully submitted,

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